

Listing of Claims

Claim 1 (Currently amended) A method of providing a service, comprising:
~~providing~~ having a funeral business provide a funeral service that a
number of persons attend; ~~and~~
the funeral business identifying attendees of the funeral service;
the funeral business advising the attendees of potential advantages of
contacting the bereaved on an anniversary of the funeral service, the funeral business
providing the advice selectively to those it has identified as attendees, selecting those to
receive the advice based on their attendance;
~~offering persons selected based on their attendance of that service an~~
~~election to receive a funeral anniversary reminder~~ the funeral business offering the
advised attendees of the funeral service a funeral anniversary reminder;
some of the attendees accepting the offer based on the advice; and
the funeral business causing those accepting the offer to receive the
funeral anniversary reminder.
~~wherein the reminder is a reminder to contact the bereaved.~~

Claim 2 (Currently amended) The method of claim 1, further comprising:
~~providing the anniversary reminder~~ in response to the funeral anniversary
reminder and the advice, some of the recipients of the funeral anniversary reminder
sending a note to a bereaved person in connection with the funeral anniversary on or
about the funeral anniversary.

Claim 3 (Cancelled).

Claim 4 (Cancelled).

Claim 5 (Previously presented) The method of claim 2, wherein the reminder includes guidelines for whether to contact the bereaved in regard to the anniversary.

Claim 6 (Cancelled).

Claim 7 (Currently amended) The method of claim 1, wherein the ~~opportunity to elect to receive the reminder is given~~ offer is made at the funeral service.

Claim 8 (Currently amended) The method of claim 4 7, wherein the attendees ~~elect to receive the reminder~~ accept the offer by appropriately marking a funeral register.

Claim 9 (Currently amended) A method of advertising a funeral business, comprising:

obtaining a list of funeral or memorial service attendees; and
shortly before a funeral anniversary date, providing members of the list with a reminder that the funeral anniversary date is approaching;
wherein the reminder includes the name of a funeral business and describes potential advantages of contacting the bereaved on the funeral anniversary;
some of the recipients of the reminder, in response to the advice, sending a note to bereaved persons in connection with the funeral anniversary on or about the funeral anniversary.

Claim 10 (Cancelled).

Claim 11 (Currently amended) The method of claim 9 ~~40~~, wherein the reminder includes suggestions for what to write in a note to the bereaved.

Claim 12 (Original) The method of claim 9, wherein the reminder includes guidelines for whether to contact the bereaved.

Claim 13-23 (Cancelled).

Claim 24 (Currently amended) A method of providing a service, comprising:
fulfilling requestors' requests to send flowers or plants in connection with a funeral; and
on or about an anniversary of the funeral, reminding requestors of the funeral anniversary;
advising requestors of potential advantages of contacting the bereaved on the funeral anniversary;
selectively offering to send persons requesting that flowers or plants to a bereaved person on behalf of requestors on the funeral anniversary; and ~~be sent in connection with a funeral event an election to receive a funeral anniversary reminder.~~
one or more requestors, in response to the reminder and the advice, accepting the offer.

Claim 25 (Cancelled)

Claim 26 (Cancelled).

Claim 27 (Previously presented) The method of claim 1, wherein the reminder is for a one year anniversary.

Claim 28 (Previously presented) The method of claim 9, wherein the reminder is for a one year anniversary.

Claim 29 (Previously presented) The method of claim 24, wherein the reminder is for a one year anniversary.